ABSTRACT OF THE DISCLOSURE

An automotive lane deviation prevention apparatus sets and determines a yaw moment allotted amount corresponding to a yaw-moment-control lane-deviation-avoidance (LDA) controlled variable used to avoid a host vehicle's lane deviation by yaw moment control and a deceleration rate allotted amount corresponding to a deceleration-control LDA controlled variable used to avoid the host vehicle's lane deviation by deceleration control, based on a host vehicle's yaw angle, when the host vehicle has a tendency to deviate from a driving lane. A desired yaw moment is calculated based on the yaw moment allotted amount so that a yaw moment is produced in a direction in which the host vehicle's lane-deviation tendency is avoided. A controlled variable for deceleration control is calculated based on the deceleration rate allotted amount. A braking force of each individual road wheel is controlled based on the desired yaw moment and the controlled variable for deceleration control.